



Fee: \$50.00

# Application/Attachment (Side of Street Mounted Permit)

**BANNER INSTALLATION CONDITIONS:** The following standard rules apply for banner installation:

- A. The location of the banner must be authorized and a Traffic Safety Department permit obtained before installation.
- B. The application must be submitted at least 14 days in advance of the desired installation date. The maximum permit duration is two months. An extension may be granted after a City inspection of the poles and banners.
- C. The design, method of installation and location of banners shall not endanger persons using the highway or unduly interfere with the free movement of traffic.
- D. The banner shall have a minimum bottom height of ten feet (10') and a maximum height of twenty feet (20') and shall not be placed as to obstruct a clear view of traffic signals or other traffic control devices.
- E. The banner shall not contain any legend or symbol which may be construed to advertise, promote the sale of, or publicize any merchandise or commodity, or to be political in nature. Company or event logos are acceptable if they are small relative to the message on the banner.
- F. The banner shall not contain any legend or symbol which resembles or which may be mistaken for a traffic control device, or which attempts to direct the movement of traffic. The banner shall not be reflective or include flashing lights that may be distracting to motorists.
- G. The banner shall be a maximum of seven feet ten inches (7' 10") high and two feet seven inches (2' 7") wide. It shall be constructed of a nylon or canvas material. The top of the banner shall be attached to the pole by a flexible rod. The bottom shall be attached by means of an approved breakaway device or be loosely attached at one corner to reduce the effective wind loading. **Locations sizes are not guaranteed by the City and it is recommended that the applicant have the locations measured prior to installation.**
- H. The banner shall not be placed closer than two feet (2') from the face of curb unless the bottom is higher than fifteen feet (15') from the ground.
- I. A permit may be cancelled and the banner removed if the installation becomes dangerous to motorists unduly interferes with the free movement of traffic, or violates these rules.
- J. Banners may be removed if they become unsightly or torn or if they interfere with maintenance operations.
- K. Banners in the Downtown area will be subject to the approval of the Downtown Grand Rapids Inc. "DGRI".

**BANNER IMAGE REQUIREMENT:** An image of the proposed banners must be attached to this form.

## Please Print or Type

### I. Banner Information/Description:

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### II. Banner Requested Location(s):

- 1.) Name of Street: \_\_\_\_\_ Install Date: \_\_\_\_\_ Removal Date: \_\_\_\_\_  
Crossed Streets: \_\_\_\_\_ / \_\_\_\_\_ # of Banners: \_\_\_\_\_
- 2.) Name of Street: \_\_\_\_\_ Install Date: \_\_\_\_\_ Removal Date: \_\_\_\_\_  
Crossed Streets: \_\_\_\_\_ / \_\_\_\_\_ # of Banners: \_\_\_\_\_
- 3.) Name of Street: \_\_\_\_\_ Install Date: \_\_\_\_\_ Removal Date: \_\_\_\_\_

Crossed Streets: \_\_\_\_\_ / \_\_\_\_\_ # of Banners: \_\_\_\_\_

**III. Required Attachments:**

☐ Banner Image Attached

**IV. Identification**

**A. Applicant Information** (*Signature Required*, Contact Information Required if Applicant Not Indicated by Check Box Above)

\_\_\_\_\_  
Name & Title

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
Telephone Number

\_\_\_\_\_  
Fax Number

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Mobile Number

\_\_\_\_\_  
E-mail Address

I have read and agree to the rules stated above.

\_\_\_\_\_  
Applicant Name (Please Print)

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

**Approved:**

\_\_\_\_\_  
Date

